

CASE STUDY

Enabling Nationwide Expansion for a U.S. Home Renovation Leader with High Quality Lead Generation and Appointment Setting Services.



About The Client

A U.S.-based home remodeling company, operating under a national portfolio of renovation brands, was selected in 2022 to manage a high-volume installation program for a leading warehouse retailer. This required seamless lead handling, appointment setting, and real-time updates across multiple locations nationwide.

Challenges

To meet the demands of a nationwide retail program, the client needed to overcome several operational and workforce-related hurdles.

- **Scalable Contact Center Support:** Needed a reliable partner to support lead generation and appointment setting at scale, covering all U.S. markets in the retail installation program.
- **Southern California Labor Constraints:** Rising labor costs and limited talent availability in Southern California hindered in-house expansion.
- **Extended Retail Hours & Seasonal Spikes:** High call volumes—especially during evenings, weekends, and holidays—created pressure to maintain consistent service coverage year-round.
- **Consistent Multi-Site Experience:** Uniform customer experience was essential across all retail warehouse locations, requiring real-time updates and coordinated lead handling.

Action Plan Deployed

To enable rapid national expansion while controlling operational costs, Fusion CX introduced a nearshore delivery model focused on performance, scalability, and continuity.

1

Dual-Site Nearshore Operations:

- Established service delivery hubs in Colombia and Jamaica.
- Ensured time zone alignment with U.S. operations.
- Provided built-in business continuity through geographic redundancy.

2

Workforce Expansion & Line of Business Coverage:

- Started with 10 full-time agents.
- Scaled up to 77 FTEs within two years.
- Supported five distinct lines of business, including lead intake, scheduling, and real-time updates.

3

Integrated Field Team Support:

- Fusion CX agents worked closely with retail warehouse teams.
- Enabled seamless lead verification and timely communication of in-store activity and scheduling changes.

4

Performance Enablement and Learning Investment

- Implemented a structured 30-60-90 day onboarding program.
- Provided ongoing coaching and continuous learning initiatives.
- Maintained high service quality and agent readiness throughout growth phases.

Outcomes

- **45% Agent Cost Reduction:** Nearshore staffing led to a 45% decrease in agent-related costs compared to U.S. in-house operations.
- **400,000+ Transactions Monthly:** Consistently managed over 400,000 monthly transactions across all supported lines of business, meeting high-volume demands seamlessly.
- **Seamless National Scaling:** Enabled successful expansion of installation services across the U.S. with a flexible, reliable delivery model.
- **Dual-Location Continuity:** Operations in both Colombia and Jamaica ensured uninterrupted service and robust business continuity.
- **Expanded Scope:** Due to strong performance and reliability, the client extended the engagement to support additional brands within its portfolio.

KEY TAKEAWAYS

- Nearshore delivery models can drive significant cost savings and scalability for nationwide service programs.
- Geographic redundancy ensures business continuity and uninterrupted service during periods of high demand or local disruptions.
- Integrated field support and real-time updates are critical for delivering a consistent, high-quality customer experience across multiple locations.
- Structured onboarding and continuous learning are essential for maintaining service quality during rapid workforce expansion.